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# Sophia Matveeva

KEYNOTE SPEAKER



DIGITAL TRANSFORMATION | LEADERSHIP | INNOVATION



# Everything you need to know before hiring Sophia Matveeva to speak at your next event

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SOPHIA MATVEEVA HAS CONTRIBUTED TO



on

- Digital Transformation
- AI and the future of jobs
- Leadership in the Digital Age
- Entrepreneurship
- Innovation
- Women in tech

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## Meet Sophia Matveeva

Sophia Matveeva is the CEO & founder of Tech For Non-Techies, an executive education and consulting company.

Sophia has contributed to the Harvard Business Review, Financial Times, The Guardian and Forbes on entrepreneurship and technology, and hosts the top rated Tech for Non-Techies podcast.

She has also guest lectured at the University of Chicago, London Business School, and Oxford University.

Sophia is a start-up mentor at the Chicago Booth Polsky Center of Entrepreneurship, and has advised leading accelerators including Chicago Booth's New Venture Challenge and the Techstars x Blackstone Launchpad.

She holds an MBA from Chicago Booth, and a BSc (Hons) in Politics from Bristol.

She speaks English, Russian and French. Sophia also sits on the Advisory Board to Riviter, which uses AI to predict consumer trends for the world's biggest brands.



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# Selected Clients & Partners





*Sophia Matveeva teaching at London Business School*

# Sophia Matveeva's Keynote Speeches

## To succeed in Digital Transformation, start with your people

- Based on proprietary research conducted with support from the University of Chicago
- 70% of Digital Transformations fail to meet their goals
- This is because companies often begin with a "technology first" approach
- Instead, begin with a "people first" approach: education and smart incentives

## How to speak tech for leaders

- In an age when even your coffee shop has an app, to have a great career, you simply have to speak tech
- This does not mean learning to code, it means learning to work with people who code
- Avoid the top mistake non-technical leaders make when it comes to tech
- Always remember that technology is just a tool: always link business goals to tech





*Sophia Matveeva spoke at the Cannes Lions Festival of Creativity for Outfront Media*

# Keynote speeches continued

## How women can thrive in the Digital Age

- While women make up 51% of the population, yet the gender pay gap and gender financing gap remain real
- This is an opportunity: women have a unique perspective on product development and strategy based on their experience of the world
- But women often don't capture it because they focus on their weaknesses, rather than their strengths
- Learn to avoid this typical trap and thrive in the Digital Age

## How to innovate with confidence

- To innovate, you need two components: an innovation framework and the confidence to make new ideas come to life.
- Learn the framework you need to come up with new ideas
- See the biggest mistakes smart professionals make when it comes to innovation
- Make 3 mindset shifts to be an effective innovator

## What non-technical founders really need to know about tech

- A non-technical founder's job is not to learn to code, but to set the vision, hire the right people and lead the team
- For this, founders need to learn the framework for how to go from idea to live product
- Learn how to inspire technical teams as a non-technical leader

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# As seen in



**Harvard  
Business  
Review**

Digital Transformation

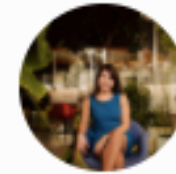
## Coding Isn't a Necessary Leadership Skill – But Digital Literacy Is

by Sophia Matveeva

July 26, 2022

**Forbes**

### What Non-Technical Founders Really Need To Know About Tech



**Sophia Matveeva** Former Contributor   
Careers  
Startup founder in retail tech.



# Speaking Testimonials



THE UNIVERSITY OF  
**CHICAGO**

**Samantha Constance,**  
Assistant Director, Career  
Development

Sophia hosted a webinar for the UChicago alumni community titled "How To Speak Tech For Leaders."

She provided insights on how to effectively work in the tech business without having a tech background.



**Fru Bekefi,**  
Innovation Program Manager

Sophia's 'What non-technical founders really need to know about tech' is an excellent session that will get you up to speed about the ins and outs of working with a technical team.

You'll end up saving years in trial, error and making your own mistakes.



Department  
for Culture  
Media & Sport

**Jody Levy,**  
Head of Regional Tech Policy, Civil  
Service of the United Kingdom

Thank you Sophia Matveeva for your wonderful keynote at Birmingham Tech Week.

Looking forward to what's next!



**HULT**  
INTERNATIONAL  
BUSINESS SCHOOL

**Shirley Hsu**  
Conference organiser

Sophia was a speaker at our conference Cross Pollination of Thought where she shared her story as an entrepreneur.

Sophia's energy and originality resonated with the audience, and as a result, the conference had received extremely positive feedback both from other speakers and participants.



# Speaking Testimonials



**Yann Le Leyour,**  
Marketing Manager - Technology &  
Software

Sophia's latest webinar gave our senior-level executive members fascinating insights on the challenges executives face to perform in their roles in today's tech-driven environment.

I would wholeheartedly recommend Sophia as a speaker! She is an engaging speaker, offering professional presentations packed with real-life examples and great tips for senior execs.



**Natalie Orslene,**  
Assistant Director, Alumni Career Development

Sophia hosted "How to Thrive in the Digital Age" during our Career Month series at UChicago Alumni in 2023. She was a phenomenal presenter - engaging, incredibly knowledgeable, and relevant to the tech field and our alumni needs. Sophia brought us both the basics and a plethora of real world examples that helped everyone attending understand just how important digital literacy is for leaders today. She had examples upon examples that really drove home how important understanding and embracing technology is to get ahead in today's job market, while also keeping it fun, engaging, and interesting. I cannot recommend this session and the others Sophia has hosted with UChicago Alumni enough. She is truly wonderful and an expert in what she does.

## NORTH HIGHLAND

**Olya Obushenkova**  
Project Manager

Sophia was a guest speaker at our company event 'How to Thrive in the Digital Age as a Non-Technical Leader' organised by our Women In North Highland Education Group. Over 200 colleagues from our UK and US offices attended the event virtually and were very impressed. Our colleagues found the session excellent, helpful and inspiring. Sophia's energy and wealth of experience, including real life examples made it for a very valuable and enjoyable session. We would highly recommend Sophia and Tech for Non-techies!

# Speaking Testimonials



**Valerie Vespa,**  
**VP Brand Partnerships,**  
**OUTFRONT Media**

Sophia spoke at our Cannes Lions programme in 2022. She discussed how bridging the gap between tech teams and the business side brings more diversity to organizations and ultimately builds better products. She was an engaging and insightful speaker, and we loved having her be part of our event programming.





# Speaking Fees

Sophia Matveeva's fee for a keynote talk in the ranges from \$5,000 to \$7,000 USD, depending on location.

Business class flights and hotel accomodation are to be arranged by the client.

The speaking fee typically covers:

- 60-minute pre-event planning call with event organisers
- 30-60 minute keynote presentation
- Optional Q&A following the keynote

I frequently conduct half-day or full-day sessions for clients; feel free to inquire if this is of interest.